

2060297710

NEW MAGAZINE SELECTION GUIDELINES

1996 GUIDELINES FOR NEW PUBLICATIONS

- **PM MEDIA REVIEWS MEDIA PROPOSALS SENT BY PUBLICATIONS ON A DAILY BASIS. EACH PROPOSAL IS CHECKED FOR THE FOLLOWING CRITERIA BEFORE IT IS CONSIDERED ON A BRAND PLAN.**
 - Editorial focus
 - Magazine format
 - Frequency
 - Rates/CPM
 - Total audience including smokers
 - **Percent circulation over 21 years of age (85%+)**
 - Other tobacco advertisers
 - Method of Distribution
 - Audited? - Circulation Verification methodology
- **IF CRITERIA IS MET, MAGAZINE IS EXAMINED IN THE CONTEXT OF MARKETING/MEDIA OBJECTIVES AND BUDGET.**
- **RECOMMENDATION PROVIDED**

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1996 GUIDELINES FOR NEW PUBLICATIONS (Cont'd)

- UPON BRAND APPROVAL, MAGAZINE AND DATASHEET IS SENT TO PM LEGAL FOR FINAL APPROVAL.
- IN 1996 TO DATE, PM MEDIA HAS REVIEWED APPROXIMATELY 100 PUBLICATIONS OF WHICH 23 HAVE BEEN ADDED TO OUR MEDIA PLANS.
- PUBLICATIONS THAT WERE ADDED IN 1996 ARE:

Benson & Hedges

In Grove
La Vanidad
Now
Si

Players

Film Threat
Hot House
Literal Latte
Resident
Zine

Basic

Motorcycle Cruiser

Marlboro

Axcess
Chatter
Huh
Live
New Country
Time Out New York

Daves

Colorado Springs Independent
Portland Eugene Weekly

Parliament

Harborlights Pavillion Guide
Jazziz
Seen

Virginia Slims

Signature Bride
Today's Black Woman

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MAGAZINE PROFILE

Magazine Title

Publishing Company

Magazine Category

Editorial Focus

Current Rate Base

Audited?/Audit Service

Frequency of Publication

METHOD OF DISTRIBUTION

Newsstand %

Subscription %

Other %

READERSHIP DEMOGRAPHICS

Total Audience

% Smokers

Adult Smoker Index

Median Age

Male/Female Ratio

% White

% Black

% Hispanic

% Circulation over 21

ADVERTISERS

Competitive Advertisers who have run in the publication within the last year:

PM USA Advertised Brands:

3 Year Spending Trend:	1996	1995	1994
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